Whole Grains Get Promoted at Work

Deanne Brandstetter, MBA,
RD, CDN

Director of Nutrition

Compass Group, The Americas

Whole Grains 3 Is Key...

DID YOU KNOW?

We think of whole grains as “new,” but they have been a cornerstone of the human diet for over 10,000 years. Barley, for example, has been cultivated since the stone age and Quinoa was a staple in the diet of the Incas Indians. Early civilizations believed that whole grains were gifts from the gods. The magic of health promoting whole grains has once again come to light as “everything old is new again.”

Getting Whole Grains to 3.

There is strong evidence for the connection between whole grains and health benefits. The 2005 US Dietary Guidelines recommend consuming at least 3 servings of whole grains a day. There is strong scientific evidence that links whole grains to lowered risk for coronary heart disease (CHD). Regular consumption of whole grains may also reduce the risk for certain cancers – colorectal, gastric, hormone-related, and pancreatic. The statement “Diets rich in whole-grain foods and other plant foods and low in total fat, saturated fat and cholesterol may help reduce the risk of heart disease and certain cancers” can be made on package labels of any low-fat product (less the 3g/serving) that contains 51% whole grains by weight. Whole grains also affect blood glucose and insulin responses. Cereal fiber, found in whole grains, is associated with reduced risk for diabetes and recent research suggests whole grain intake may aid in weight maintenance.

Choose your favorite or try something new... amaranth, teff, bulgur, quinoa, wheat berries, farro, spelt, millet, barley, kumut ... and make getting whole grains to 3 your goal.
Compass Group PLC

- World’s leading foodservice company
- $19.5 billion revenues
- Over 400,000 employees around the world
- Ranked the 12th largest employer by Fortune magazine in 2006.
- Emphasis on Sustainability and Health & Wellness
Our Biggest Challenge

Customer Perception

That's Life

"I'm taking you off wine, women and song, and putting you on whole grains.”
Strategies

- Pair unfamiliar with familiar
- Capitalize on growing interest in world cuisines
- Take advantage of demand for local/organic/sustainable foods
- Stealth Health
- Re-engineering catering menus
- Reward whole grain purchases
- Educating & Training
Midwest client
New “premium” burger served on custom whole grain bun
• East Coast/Mid-Atlantic client
• 2 week cycle of whole grain side salads offered at grill and deli in lieu of fries/ chips
• Tabbouleh
• Turkish Lentil and Bulgur Soup
• Brazilian Kamut Salad
• Acorn Squash stuffed with Millet, Lentils & Tofu
• Bulgur Meatballs in Spicy Tomato Sauce
• Ethiopian Black Barley Soup
New tortilla/ wrap offering:
100% Whole Grain and Organic
Organic Hot Cereal Bar
2007-2008
Stealth Health
Initiatives

Stealth Health Initiatives
Supporting the Dietary Guidelines for Americans

Next Steps

Reduce/Eliminate Artificial
Trans Fat in Our Foods
• Complete transition of all sectors
to zero trans fat margarines and
spreads by July 2007
• Complete transition of all other
products to zero trans fat by
December 2007

Reduce Saturated Fat, Encourage
Moderate Use of Mono & Poly
Unsaturated Fats
• Continue fry life studies to
determine feasibility to move all
remaining frying oil to canola

Reduce Sodium 50% by 2016
• Reduce sodium in other conve-
nience products, deli meats and
cheeses

Increase Whole Grains by 50%
• Develop with vendor partners
products using “white” whole
wheat flour

Increase Fruit & Vegetable
Consumption
• Balanced Choices loyalty programs
reward fruit/vegetable purchases as
part of Balanced Choices meals
Retort whole grain blends used in steam technology Home Replacement Meals
2008 initiative whole grains as the default choice in corporate catering menus
Promoting Whole Grains with Loyalty
New Media Training and Education

- Webcast on Nutrition & Wellness
- DVD includes segment on cooking with whole grains
- Cgnad.com\nutrition
- Technology Solutions
Bringing Whole Grains HOME

Whole Grains A - Z:

**Buckwheat**

Buckwheat goes way beyond the pancake mixes we associate with it. Japan’s soba noodles, Brittany’s crêpes and Russia’s kasha are all made with buckwheat. Botanically, buckwheat is a cousin of rhubarb, not technically a grain at all – and certainly not a kind of wheat. But its nutrients, nutty flavor and appearance have led to its ready adoption into the family of grains. Buckwheat tolerates poor soil, grows well on rocky hillside and thrives without chemical pesticides.

Health bonus: Buckwheat is the only grain known to have high levels of an antioxidant called rutin which may help with heart health.

Delicious buckwheat recipe on the back

---

**Kasha with Leeks and Toasted Pecans**

1 cup uncooked medium-grain kasha (buckwheat groats)
2 large egg whites
1/4 cup water
1/4 teaspoon salt
1 cup vegetable broth
4 hard-cooked large eggs
1 tablespoon olive oil, divided
4 cups thinly sliced leek, separated into rings (about 3 cups)
2 tablespoons water
1 teaspoon sugar
1/4 cup chopped pecans, toasted

Place kasha in a medium saucepan; cook over medium-low heat 3 minutes, stirring often. Gradually add uncooked egg whites, stirring to coat. Add 1/4 cup water, salt, and broth; bring to a boil. Cover, reduce heat, and simmer 15 minutes or until liquid is absorbed. Remove from heat. Cut cooked eggs in half; remove yolks, and reserve for another use. Finely chop cooked egg whites. Add cooked egg whites and 1 1/2 teaspoons oil to kasha mixture; stir well. Heat 1/2 teaspoon oil in a medium nonstick skillet over medium-high heat. Add leek; sauté 5 minutes. Add 2 tablespoons water and sugar; cover, reduce heat, and cook 2 minutes. Spoon 1 cup kasha into each of 4 bowls. Top each serving with 1/2 cup leek mixture and 1 tablespoon chopped pecans.

Sources: Whole Grains Council, Cooking Light
National Nutrition Month 2008

“Whole Grains 3.0”